

INTERCOLLEGIATE BROADCASTING SYSTEM LISTENERSHIP SURVEY

GENERAL ~~INSTRUCTIONS~~ INSTRUCTIONS

1. Interviewers are to cover as many rooms in the dormitories, fraternity, and sorority houses receiving campus radio service as is possible. A minimum of 75% of these rooms is desired. This listenership survey is extremely important!! ~~Don't detail this task to a few hangers-on.~~ ^{hangers} Your entire staff and personnel should take part.

2. The interviews shall be divided equally on all week-day nights during one week only. (Monday- Friday)

3. The time of all samples shall be between 9:45-10:45 p.m.

4. Each interviewer is to be assigned to a specific section: either a whole building or a section of a building.

5. The buildings are to be covered in the following manner:

One-fifth of each building or location will be covered each night.

This fifth is to be different each evening of course.

In no case is one entire building to be covered ^{one} ~~each~~ night, another the next, etc.

NOTE: IF YOU ARE NOT BROADCASTING ~~DO NOT~~ DO NOT TAKE THIS SURVEY!!!

To Haverford:

This survey was discussed at the regional conference and it was decided that regional members should attempt to conduct it as soon as possible. The duplication was left to each station. Results are to be sent to me at Rutgers. We will tabulate them here.

Charles J. Brookhull Jr.
Regional Representative

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To Howard:

This survey was discussed at the regional conference and it was decided that regional meetings should attempt to conduct it as soon as possible. The duplication was left to each station. Please see to be sent to me at Rutgers. We will tabulate them here.

Charles J. Goodenough Jr.
Regional Representative

GENERAL CAMPUS INFORMATION

1. Total estimated enrollment figures for 1948-49.....

2. Present enrollment figures:

Number of men..... Number of women.....

Number of veterans(men and women).....

3. Present number of resident students: Men..... Women.....

Veterans.....

Graduates and others.....

4. Will you accept transcribed programs or announcements from a
national sponsor at the established IBS rates? Yes..... No.....

5. List the number of publications on your campus which carry advertising,
their rates, and page dimensions:

Newspapers: open column-inch rate open $\frac{1}{2}$ page rate page dimensions

1.			
2.			
3.			
4.			

Magazines:

1.			
2.			
3.			
4.			

6. Number of years your station has been operating.....

7. If not operating, at what date do you expect to begin operating?.....

.....
Signature of Station Manager

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Signature of Station Manager

Name and address of person in charge of survey:.....

.....

Call letters of station.....

Name of University or College.....

City and State.....

1. Building name and room number.....

2. How many radios in this room?

3. If there was a radio, was it on? Yes..... No.....(check)

If more than one radio, how many were on?

4. If it was on, to what station was it tuned? (check one below or if more than one radio, put number of radios tuned to each station)

- a. IBS station.....
- b. CBS "
- c. NBC 2
- d. Mutual "
- e. Independent local.....
- f. other.....

5. How many people were in the room at the time the sample was taken?.....

6. If tuned to an IBS station, what type of program was on? (check one)

- a. popular dance music.....
- b. semi-classical music.....
- c. symphonic music.....
- d. news bulletins.....
- e. variety, comedy.....
- f. plays (non-mystery).....
- g. mystery plays.....
- h. jazz, blues.....
- i. operatic music.....
- j. quiz program

7. Time sample was taken: Day.....Date.....exact time.....

.....
Signature of interviewer

.....
Address of interviewer

.....

Name and address of person in charge of survey:.....

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